

The Morehead News Online Publication Rate Card

News Category Big Ad Rates (Includes Half Banner Ad)	Ad Size (pixels)	# of ads available	Impressions per ad	CPM	Open Rate	6 mo. 5% discount	9 mo. 10% discount	12 mo. 15% discount
Front-Home Page Premium Position								
Home Page Sky bar Center and Right Position	234x60	3	Flat Rate	N/A	\$325.00	\$308.75	\$292.50	\$276.25
News/Sports/Opinion - All sections excluding Obituaries								
Run Of News	300 x 250	4	Flat Rate	N/A	\$199.00	\$189.05	\$179.10	\$169.15
Obits								
Obituaries	300 x 250	2	Flat Rate	N/A	\$199.00	\$189.05	\$179.10	\$169.15
Half Banner / Online Yellow Pages						Flash not available in Half Banner Ads		
Run Of Site	234x60	6	5,000	N/A	\$115.00	\$115.00	\$115.00	\$115.00
Classified Big Ad Rates (Includes Half Banner Ad)	Ad Size (pixels)	# of ads available	Impressions per ad	CPM	Monthly Rate	6 mo. Commit. 5% discount	9 mo. Commit. 10% discount	12 mo. Commit. 15% discount
Classifieds (section include rotation on Classifieds Home Page)								
Run Of Classifieds	728x90	2	Flat Rate	N/A	\$199.00	\$189.05	\$179.10	\$169.15